

## **CITY CONSERVATION EFFORTS PRESERVE ROCKLIN'S QUALITY OF LIFE**

Rocklin residents, even those who have recently moved here, are proud of their community, because they love Rocklin's diverse topography, the majestic oaks, peaceful open space areas and signature granite outcroppings.

The City's government is committed to preserving the City's rich heritage and flavor with ongoing conservation activities that demonstrate the commitment to maintaining Rocklin's unique characteristics and standard of living.

"Growth is inevitable, but the way we manage growth in Rocklin will preserve our high standard of living," Rocklin Mayor Ken Yorde said. "We are working to protect our environment and precious resources throughout our community, so that our children and grandchildren can experience and understand why we love Rocklin."

City conservation efforts take many forms. Open space preservation, energy efficiency, water conservation; all are actively underway and benefiting residents.

The City is currently establishing an Urban Tree Preservation Program. A comprehensive approach, the plan will include a comprehensive assessment of publicly owned tree resources as well as those within areas designated by the City for preservation. The program will identify areas in which new trees can be planted and include guidelines regarding what trees are most compatible with the City and how residents can help.

"This effort harnesses the passion of Rocklin residents," Mayor Yorde said. "Families get involved with nature, giving parents a sense of pride and children a sense of community. I'm very excited about this effort."

Energy conservation is also a priority, and several efforts are underway to conserve energy and protect taxpayers.

Taking advantage of grant monies, Rocklin recently rolled out two electric vehicles; both are Ford "Ranger" trucks. One is being used by the Public Works Department, while City building inspection officials operate the other.

"We were thrilled to take advantage of the opportunity to use electric vehicles," City Fleet Operations Manager Kevin Erlandson said. "The City was able to save money by accessing

the grant funds to acquire the vehicles, while at the same time doing its part to protect the environment.”

In addition to the electric vehicles, Rocklin drivers are also seeing another important energy conservation tool at intersections with traffic signals. The City has installed state-of-the-art energy efficient red and green lights, which provide a brighter, more easily visible light, use less energy than traditional signal bulbs and last much longer.

“Energy costs averaged \$200 per signal per month but with these new energy efficient LED’s, our energy cost is \$50 per signal per month,” Kent Foster, City Public Works Director said. “The best part is that we improve the safety of our roadways and save money at the same time.”

Even though Rocklin summers produce triple digit temperatures, City water conservation measures save resources without impacting residents’ quality of life.

The City is currently renovating the medians of major streets, replacing grass with low maintenance shrubs and ground cover. Three major benefits are realized with this program. First and foremost, water use is cut by 30 percent. Second, pesticide treatment is greatly diminished. Finally, maintenance costs for the medians are greatly reduced.

“In a region where rainfall is minimal, water conservation efforts must be maximized,” City Manager Carlos Urrutia said. The City takes this responsibility very seriously, and we are always looking for ways to be more efficient.”

Efficiency is the name of the game when it comes to Rocklin’s water pollution control efforts. Aggressively working to comply with the federal Clean Water Act, City officials are planning a public education and participation program designed to emphasize the importance of storm water pollution prevention. They want to get residents actively involved in efforts to protect the water resources. The City’s water pollution control plan includes six components:

- Public education to inform residents about pollution control strategies;
- Enhanced detection of illegal discharge into the water supply;
- Public participation through creek clean-up efforts and storm drain stenciling;

- Construction site water runoff control efforts;
- Storm drain protection through protective sand and oil traps; and,
- Municipal water pollution control measures so City government can set a good example.

“From construction sites to existing residential and commercial development, we want people to understand the things that impact our water quality,” Foster said. “From our experience, once people understand what they can do to protect our water and they realize how simple it really is to do so, Rocklin residents are eager to help.”

“Conservation is alive and well in the City of Rocklin, because we understand its benefits to residents, today and tomorrow. We are laser-focused on maintaining the unrivalled character of our community, and optimistically look to the future,” Mayor Yorde concluded.

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